



TURKEY<sub>in</sub>  
**HORIZON 2020**  
COOPERATION. INNOVATION. COMPETITIVENESS

TURKEY IN HORIZON 2020  
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# H2020 SME Instrument Project Writing Camp

## Phase 2

## 2. Impact: dissemination & exploitation

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# Impact: Proposal Outline

## 2.1 Expected impacts

- a) Users/Market
- b) Company

## 2.2 Measures to maximize impact

- a) Dissemination and exploitation of results
- b) IP, knowledge protection, and regulatory issues
- c) Communication



# IP Relevance in Business Planning

## Steps for business planning

## IP elements in business planning



# Inspirational IP Resources

- [EPO SME IP Case Studies](#)
- [Fact Sheet - Trade Secrets](#)
- [Fact-Sheet - IP in Internationalization](#)
- [Guide - IP Commercialization](#)
- [Case Study - IP Strategy for an Academic Startup](#)
  - the first patented voice therapy device
  - Dr. Ilter Denizoglu



# IPR: IP protection vs. no protection (Example)

*"To date, our company has deposited five patents that have been developed in just a few months of research (see list below). Three of these patents cover our core production technologies. The others cover complementary applications of the system. We have identified additional areas where patent applications are currently being formulated."*

*"Our technology is software-based and cannot be easily patented, at least in Europe. The product lifecycle is moreover quite short in our business areas. Product leadership will therefore be maintained mainly via an ongoing investment in new product development strategy. Key founders are engaged by contract to remain in the business for the next 5 years at least. Access to their know-how and their commitment to the business development are therefore fully secured."*

# Intangibles: Show your awareness

## Freedom-to-operate

- Competition: IP search/protection (i.e., patent, trade mark, trade secret, design, copyright), unfair competition
- Regulations: Certificates, permits, licenses, standards, trade laws, EU Directives

## IP capitalization

- selling, renting, subscription, partnerships
- permanent transfer of IP ownership
- licensing, franchising, distributorship, Joint Ventures, Spin-offs



# All Evaluation Criteria are Interconnected

## Impact (x1,5)

1. growth
2. overall strategy
3. European value
4. market demand
5. target users
6. social benefits
7. market & competition
8. commercialization plan
9. IPR

## Excellence

1. feasibility objectives
2. value for money
3. innovation roadmap
4. risks and opportunities
5. new market opportunities
6. state-of-the-art

## Implementation

1. resources
2. team
3. Work Plan



*Reference EU Publication*

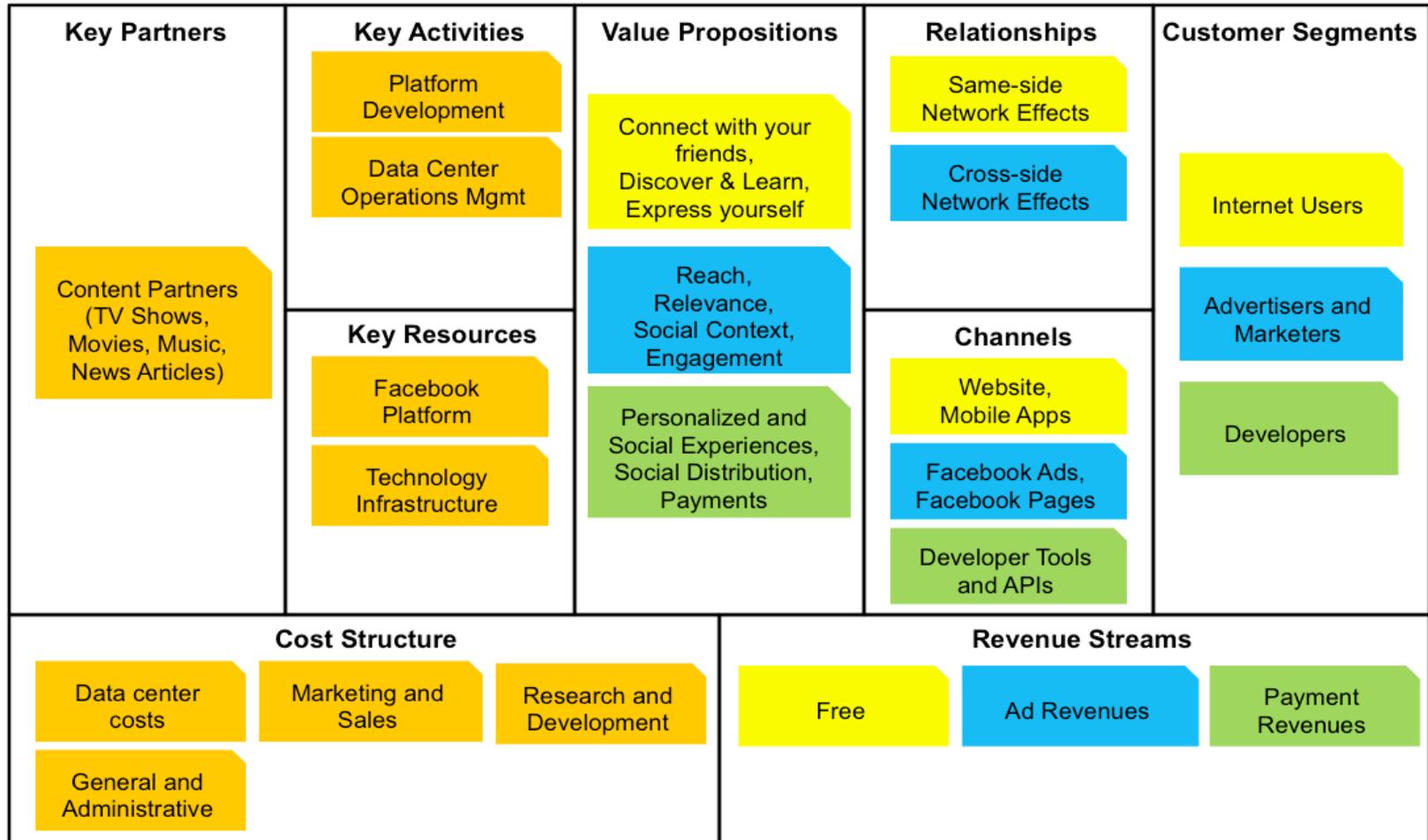


# Impact: Evaluation Sub-Criteria

1. potential to boost the growth of the applying company
2. overall strategy and experience of the SME(s)
3. European value a) market, b) competition, c) challenges
4. demand/market (willingness to pay) for the innovation
5. target user needs & comparison with current solutions
6. benefits for society, climate change, or the environment
7. market conditions, size and growth rate, competition
- 8. initial commercialization plan**
- 9. freedom to operate analysis and current IPR situation**

# Business Model: Facebook

## Facebook – World's leading Social Networking Site (SNS)



[www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)

# Early Thoughts on Commercialization

**Value proposition:** Product concept, novel offering

**Phase 2:** duration, funding requirement, ROI

**Market segmentation:** base criteria & customization

**Product launch:** time, place, target users

**Market penetration:** customer development, growth

**Marketing & sales:** pricing, communication, sales channels, distribution, added services

# It's always about...

- **Customers:** Sales, satisfaction, loyalty
- **Justification:** How and Why?
- **Proof:** Data, measurement, analysis, evidence
- **Persuasion:** consistency, credibility, robustness

# Questions & Practice

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